

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

August 15, 2017, Oceano Train Depot Museum

Board Members Present:

Linda Austin, Oceano West, Inc.
Admin
Kevin Beauchamp, Kaleidoscope Inn
Marna Lombardi, Blacklake Vacation Rental

Others Present:

Stephanie Rowe, ONTB
Kaci Knighton, TJA Advertising

Absent: Dena Bellman, State Park-Oceano Dunes District (excused)

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:05 pm
2. **Public Comment(s):** None
3. **Consent Items:** The June 20, 2017 minutes were approved for review and approval. A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp. With no further discussion the June 20th minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. Website traffic was down because there were no marketing campaigns. They will not do that going forward. The new campaign starts in September.
 - b. The 2017/2018 Rural Road Trip promo will start in the winter. Oceano/Nipomo will be in April.
 - c. CBID will be partnering with SLO CAL on a co-op with Chute that will provide a library of UGC, including a bunch of photos.
 - d. 200 H1DR maps and 100 Wildlife Viewing & Stewardship tips were delivered to all lodging properties.
 - e. Cheryl gave an overview of the Strategic Planning Sub-committee Recap. One of the things that they will focus on is to strengthen their partnership with SLO CAL as well as to maximize efficiencies.
 - f. Cheryl confirmed that Oceano/Nipomo assessment collections were 2.26% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that June assessment collections totaled \$2,110.67. The available funds total \$28,636.22 and after anticipated applications and expenses are removed the funds total \$1,956.22.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: None
7. **Action/Discussion Items:**

- a. **TJA Marketing Activity Report:** Kaci Knighton gave an update of the activity in the past month. Facebook fans currently at 10,754 and 199 total video views which were 100% organic. She showed the top 3 posts. Top referrals are Facebook, our E-newsletter and Yahoo.com. Facebook sent 1,580 people to Facebook account with 92,600 impressions. Our E-newsletter sent 3,200 with a 19% open rate. Industry average is 16-23% open rate.
- b. **Review Fiscal Year 2017-2018 Budget Proposal:** Stephanie Rowe reviewed the proposed budget allocations as a starting point based on projections from 2016-2017. Cheryl Cuming noted that Cayucos has created a Capital Funds budget of 10% to set aside money to be used at a later date. The board liked the idea. Cheryl also suggested combining the Events and Contingency budgets for a total allocation of 20% since there weren't that many events in the region.

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to approve the Fiscal Year 2017-2018 budget allocations as follows: 50% for Marketing, 20% for Events/Contingency, 20% for Administrative and 10% for Capital Fund. With no further discussion, the allocations were approved by unanimous voice vote of the local Advisory Board. Dena Bellman was not in attendance to vote.

- c. **Review Domain Name and Email Renewal:** Stephanie Rowe reviewed the three options for GoDaddy quotes to renew the email account and three domain names for three years.

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to approve \$352.17 for the renewal of three domain names, the current email account and additional email and online storage for a 3 year period starting September 10, 2017 through September 9, 2020. With no further discussion, the renewal was approved by unanimous voice vote of the local Advisory Board. Dena Bellman was not in attendance to vote.

- d. **Discuss 2017 Coastal Cleanup:** Marna Lombardi noted that the annual Coastal Cleanup will be held on Saturday, September 16. She will again co-lead the cleanup at Oso Flaco with volunteer groups from Trilogy and Hancock College. Linda Austin will lead the group at the Oceano Dunes.
- e. **Review Loop Map Edits:** The Board reviewed the edits made to the Points of Interest Loop Map which include the Whale Trail interpretive sign, the Oceano Dunes District Visitor Center and Moonarch Dude, CowParadeSLO. Stephanie Rowe will send the updated file to Cheryl Cuming to update the destination pages.

8. Future Agenda Items/New Business:

- a. Review Loop Map Re-Print Quotes
- b. 2017 Coastal Cleanup Update

9. Closing Comment(s): None

10. Next Local Fund Advisory Committee Meeting. No meeting scheduled in September.

Date: October 17, 2017
Time: 5:00 – 6:30 pm
Location: TBD

11. Adjournment: The meeting was adjourned at 5:50 pm